

Listing of Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended)

Large-surface advertising device for posters, having a housing, in which supply rollers (winding shafts) to accommodate rollable posters in web form are disposed, particularly poster change devices for alternating advertising, whereby the housing is provided with a transparent viewing pane, and light sources are disposed behind or in front of the poster,

~~characterized in that~~ wherein

at least one upper and lower deflection device (3) and (4) is disposed on the housing mount and base frame (6), at the top and bottom, in each instance, in the region of the winding shafts (1) and (2), mounted in front.

2. (Currently Amended)

Method for controlling the poster change by means of controlling the winding shafts (1) and (2),

~~characterized in that~~ wherein

the speeds of rotation of the upper and lower winding shaft (1) and (2) are controlled, as a function of their current diameter during the winding process, in such a manner

that a freely hanging constant poster loop forms during the

poster change, independent of the winding direction,
and after the target position of the poster has been reached, the
loop is wound up by means of defined rewinding of one of the upper
or lower winding shaft (1) or (2), and the poster is
tensed/stretched tight.

3. (Currently Amended)

Large-surface advertising device for posters according to
claim 1,

~~characterized in that~~ wherein

the upper deflection device (3) and/or the lower deflection
device (4) consists of a shaft that is mounted in at least two
locations.

4. (Currently Amended)

Large-surface advertising device for posters according to
claim 1 ~~and 3~~,

~~characterized in that~~ wherein

the looping angle of the poster web at the upper and lower
deflection device (3) and (4) is less than 270°.

5. (Currently Amended)

Large-surface advertising device for posters according to
claim 1,

~~characterized in that~~ wherein

the upper and lower deflection device (3) or (4) are supported once or multiple times on the housing mount and base frame (6), by means of supports (5).

6. (Currently Amended)

Large-surface advertising device for posters according to claim 1,

~~characterized in that~~ wherein

the upper and lower winding shaft (1) and (2) are disposed to be replaceable.

7. (Currently Amended)

Large-surface advertising device for posters according to claim 6,

~~characterized in that~~ wherein

the upper and/or lower winding shaft (1) and/or (2) are disposed multiple times in a changing magazine.

8. (Currently Amended)

Large-surface advertising device for posters according to claim 1, ~~3 or 5,~~

~~characterized in that~~ wherein

counter-elements that act at a slant are disposed on the upper

and/or lower deflection device (3) and/or (4).

9. (Currently Amended)

Large-surface advertising device for posters according to claim 1, ~~3 to 9,~~

~~characterized in that~~ wherein

all the individual parts for poster holding and poster change are disposed in duplicate.